



A Study on Buying Consumer Behaviour towards Mobile Phones

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Abstract – The present study aims to analyze consumer preferences and behavioral patterns regarding mobile phone usage among individuals in Bangalore. A sample of 100 respondents from diverse age groups, ranging from below 19 years to 50 and above, was surveyed using a structured questionnaire. The data were analyzed using statistical and graphical tools to identify key trends and insights. Results indicate that the majority of respondents (89%) belong to the 20–30 age group, with 75% identifying as students. A significant portion (43%) uses mobile phones primarily for entertainment, followed by work and study-related purposes. Regarding brand preferences, 37% use miscellaneous brands (such as Oppo and Realme), while Apple, OnePlus, and Samsung follow in popularity. The study also reveals that most consumers (87%) prefer smartphones over traditional keypad phones. Price sensitivity is varied, with the majority willing to spend between ₹10,000 and ₹40,000. Notably, 81% of respondents prioritize product features over brand or price when purchasing a mobile phone. The findings underscore the importance of mobile phone features in influencing purchase decisions, particularly among the student demographic.

Keywords – Smartphone, Technology, Quality, Service

I. INTRODUCTION

The meaning of consumer buying behavior indicates the way the people make their purchasing decisions when buying a product or service. But in the case of mobile phones, understanding the consumers is very integral as it helps the companies to understand what the consumer needs and wants in the future and moreover how consumers choose one phone over another. Apparently, the mobile market has changed a lot over the previous years with continuous improvements in the phones as well as technology, several new brands entering the market, and thereby shifts in the consumer needs and wants over purchasing of phones. The background study helps us to explore the key factors that influence consumer decisions while purchasing mobile phones. The mobile phone industry is one of the largest and widest as well as competitive industry in the world. If we look at the past or ancient times, mobile phones were only used for texting or calling. But today, everything requires mobile phone. It has become like an integral part of our daily life without which we can't survive. They serve as tools for entertainment purpose, online shopping, GPS, and many such things. To cap it all, everything is available in mobile phone. Also, with new models being launched month after month, the consumers have more options than before. They have a wide variety of options. Most importantly, the brand of the phone is also very important for consumers. Brands like Apple, One plus, Samsung, are gaining popularity as they offer good features, models, quality, so people tend to pay any amount irrespective of any branded phone. In conclusion, understanding consumer behavior when it comes to purchasing mobile phones is very essential for the companies to succeed in the market as well as in the future. Factors like brand, quality, technology, play an integral role in shaping how the consumers choose the mobile phones. As this huge market of mobile phones will constantly evolve over the future,

hereby the companies must be aware of all the factors of buying consumer behavior towards mobile phones.

II. STATEMENT OF THE PROBLEM

The statement of problem is also referred to as the puzzle of making phone choices. Just think hypothetically, you are walking into a mobile phone store and reaching there you have a wide variety of options available and each of them has the latest features and technology. Hereafter, the question arises which phone to buy as wide variety of options are available in the market. The mobile phone market is a complex and a vast market. Every day, now or then new models or new phones are launched with impressive features and technology that attracts us to go towards the particular mobile phone.

A. But still why do some people purchase expensive models whereas some people rely on affordability?

The solution to the above question is straight and simple. By understanding the buying pattern of consumer behavior, companies can develop more efficient and effective marketing strategies, design their models in such a way that meets the demands of the consumers and most importantly increase sales. There are various factors that will help us give a clear and fair view of the consumer behavior in the mobile market:

- 1) The needs and preferences of the consumers that what they seek in their mobile phone that is the features, quality, latest technology, and any such factors.
- 2) The consumers decision making process while buying mobile phones which includes price, the purchasing power of the consumer and many such factors.
- 3) The social media affect as well helps to determine the buying pattern of consumer of mobile phones.

These factors are not only integral for businesses but also provide valuable insights in the evolving technology of mobile phones in the market.



III. OBJECTIVES OF THE STUDY

To find out any solution to a problem objective or research of a study is very essential for the company or the business to enhance the consumers needs and preferences in order to boost sales year after year. Let's look at the objectives or research of the buying consumer behavior towards mobile phones.

There are various key objectives of our study:

1) Firstly, the most important thing is to identify the needs and preferences of the consumers which includes the purchasing power of the consumer, brand which the consumer wants, reputation of the brand, unique features, new technology, and many such things. Moreover, is to identify the key factors that influence the consumer. For example, if a consumer is willing to pay more for a phone with a better camera quality, this means that he is sacrificing other features of the phone.

2) Secondly, how do consumers research and evaluate different phone options, do they rely on the online reviews or more of word of mouth or in-store purchasing. We have to analyze these factors and on the basis of it the company needs to understand the consumers needs and preferences. In conclusion, by achieving all the above objectives, the company will have a boost in its sales and will be growing in the future day by day.

IV. REVIEW OF LITERATURE

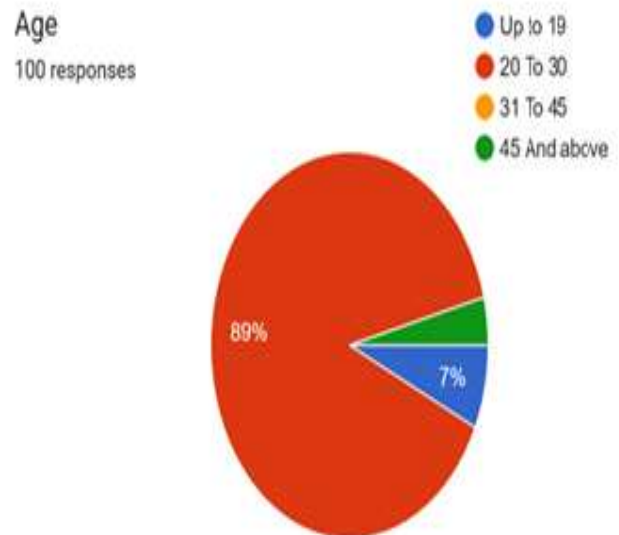
This review of literature is being taken from a very similar project called the factors affecting consumer buying behavior of mobile phone devices. In this study, the purpose of it was to investigate the factors affecting the decision of purchasing mobile phones. In order to accomplish the objectives of the study, a sample of around 250 consumers were taken by using some random sampling technique. In this study, both the primary and secondary data were used. To cap it all, six integral factors were included that are price, social group, product features, brand name, durability, and lastly the after sales service were selected and these were analyzed through the use of correlation and multiple regression analysis. From the analysis, it was clear that the consumers value price which was followed by the mobile phone features were the most integral aspects amongst all which also acted as the main motive for the consumers to purchase any mobile phone. In conclusion, the study suggested that all the mobile phone sellers should consider the above research to equate the opportunity and boost in their sales in the future.

V. RESEARCH METHODOLOGY

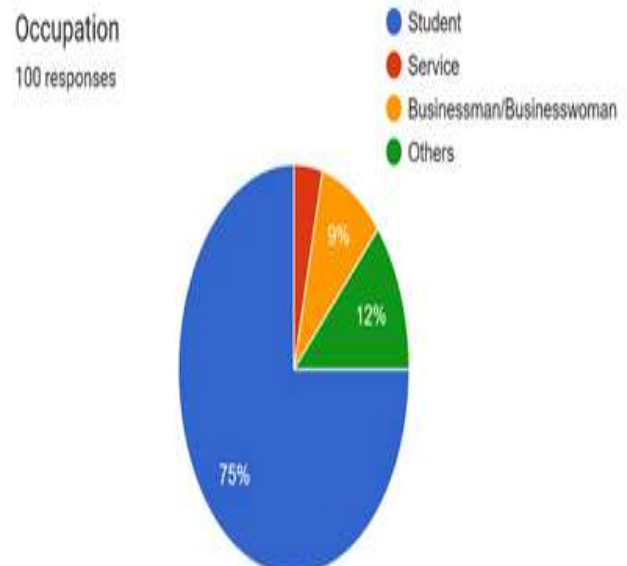
For the current study, 100 respondents have been taken into consideration as sample size. All the data collection have been taken within Bangalore itself. The age category was mixed from below 19 years till 50 and above. All the age category people were included for this research. A set

of questions called questionnaire was made which was been used to contact people for getting responses. Various tools of analysis like data analysis, graph analysis.

.VI. RESULTS AND DISCUSSION



The above diagram depicts that the age group is majority from 20-30 years as shown in the above diagram. 89% of the people are from age group 20-30 years which falls under youngster category. 7% is from the age group up to 19 and rest age group 45 and above. In conclusion, the research is done upon the age group 20-30 years.



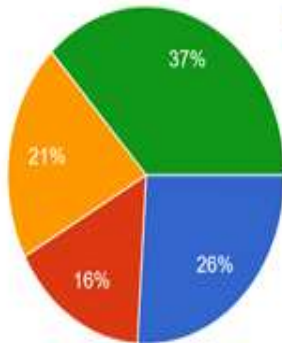
The above diagram depicts that the majority occupation of all the respondents are students. 75% of them are students, 12% of them are others, 9% of them are businessman, and the remaining are service people. In conclusion, the main focus will be on the students.



Which mobile phone brand do you use?

100 responses

- Apple
- Samsung
- One Plus
- Others

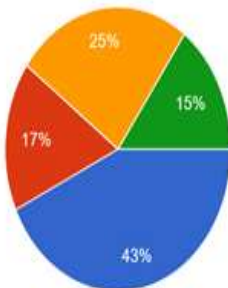


The above diagram depicts the mobile brands the people use in today's world. It is known that 37% of them use other brands, 26% of them use Apple, 21% of them use One plus, 16% of them use Samsung. The majority of them use other brands of mobile such as Oppo, Real mi, etc.

For which purpose do you use mobile phone the most?

100 responses

- Entertainment
- Study
- Work
- Others

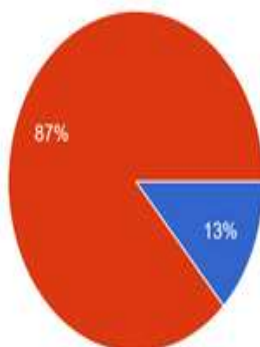


The above diagram depicts that 43% of them use mobile for entertainment purposes, 25% of them use it for work, 17% of them use it for study, 15% of them use it for others. In conclusion, the students use phone majorly for entertainment purposes.

Would you prefer keypad phone over smartphones?

100 responses

- Yes
- No



The above diagram depicts that 87% of them don't prefer keypad over smartphones, 13% of them prefer keypad over

smartphones. In conclusion, people like using smartphones over keypad.

What amount are you willing to pay for a mobile phone?

100 responses

- Less than Rs.10,000
- Rs.10,000 to Rs.25,000
- Rs.25,001 to Rs.40,000
- Any amount

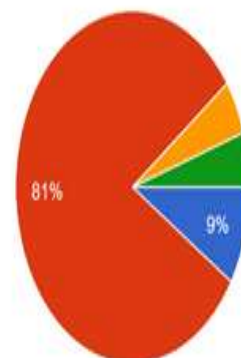


The above chart depicts that 35% of them are willing to pay Rs.10000-Rs.25000 for the mobile, 38% of them are willing to pay Rs.25001-Rs.40000 for the mobile, 23% of them are willing to pay any amount, and the remaining less than Rs.10000.

What are the factors influencing while purchasing mobile phone?

100 responses

- Brand name
- Product features
- Price
- Others



The above diagram depicts that the majority of the consumers rely on product features rather than brand name and price. 81% of it depends on the product features, 9% of it depends upon brand name, very few depend on the price and other factors.

VII. FINDINGS

The overall findings of the above research paper depicts that:

- people are mostly aged from 20-30 years and their occupation is student, and



- they are using different brands of mobile, majority purpose of using the mobile is for entertainment, and
- no one is willing to prefer keypad over smartphone, for all the students budget is not a major issue,
- their main factor for purchasing any mobile phone depends upon the product features, not the brand or price of the mobile.
- To cap it all, the features of the mobile is very important for anyone while purchasing a mobile phone.

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VIII. CONCLUSION

After collecting all the samples from the consumers, apparently I feel that price is not a major factor while purchasing a mobile phone. The main factor to purchase a mobile phone mainly depends upon the product features irrespective of any brand or price, if the features are fair enough consumers are willing to purchase any mobile phone irrespective of any price. Most importantly, the majority study is based on students, who are very particular about product features when it comes to buying of mobile phones. In conclusion, I would like to say that price is not an important factor for anyone, only the product features should we fair enough for the consumers.

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